

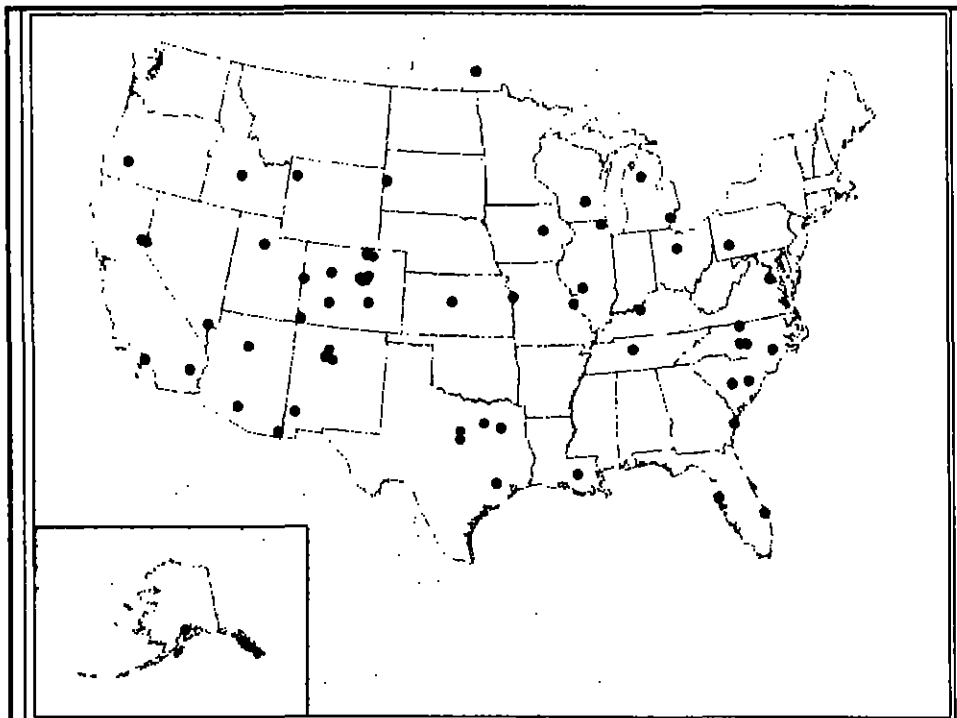
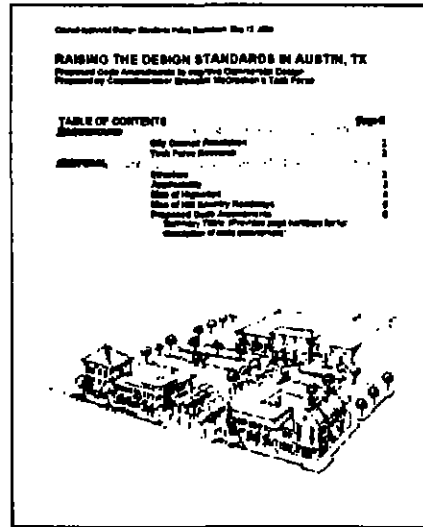


## Overview

- **Project Summary**
- **Who We Are**
- **Putting Austin's Design Policies in Context**
- **Overview of Recommendations**

## Project Summary

- Review Task Force policy report – make recommendations
- Draft a user-friendly, legally enforceable ordinance



## Putting Austin's Design Policies in Context

### Setting the Stage Traditional Euclidean Zoning

- **Origin: 1920s and Standard Zoning Enabling Act**
- **Purpose: Segregated homes from industrial pollution and commercial hubbub**
- **Contributions: Protected neighborhoods = use DOES matter**



## Setting the Stage

- 1930s historic district regulations
- 1954: Berman: public welfare = aesthetics
- 1960s – 1980s: PUDs = negotiated design
- 1978: Penn Central: Supreme Court endorses design standards



## Setting the Stage First-Generation Design Standards

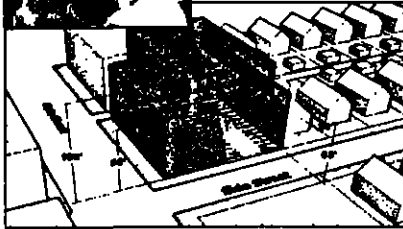
- Major expansion of design standards outside historic districts
  - Building materials
  - Signage
  - Landscaping



# The Next Generation of Design Standards

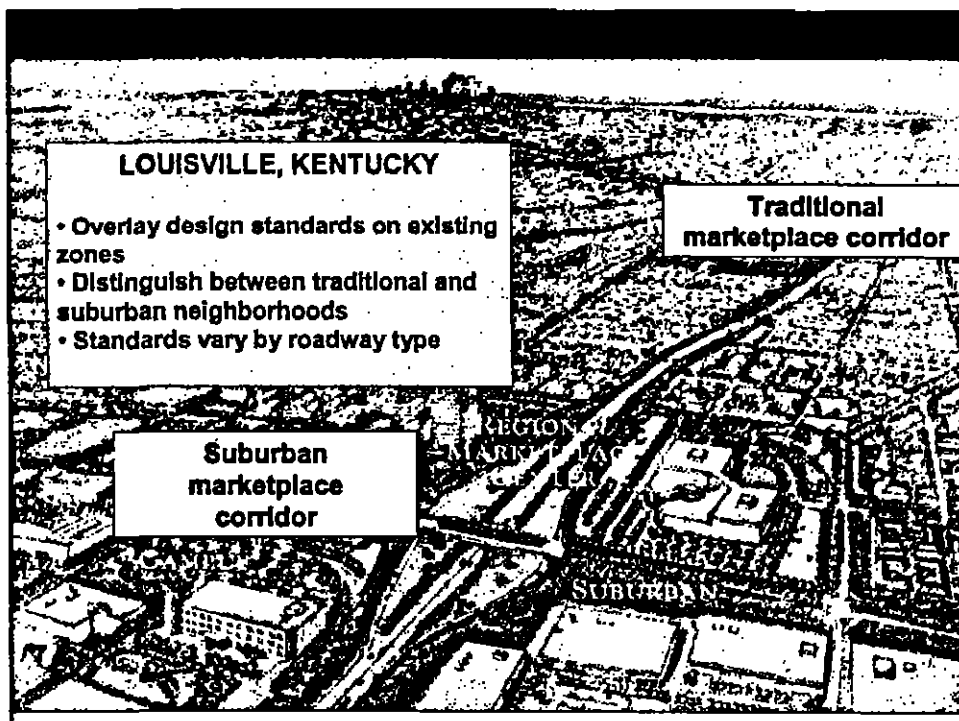
## Detailed design standards:

- Building Design
- Connectivity
- Mixed Use



## Form-based regs

- Emphasis on building shape and placement versus use
- Recognizing streets as important public spaces



## Building Placement/Orientation

### Traditional:

- Minimum setbacks
- Little attention to street or surrounding buildings



## Building Placement/Orientation

- Today, communities are defining where the building **MUST** be (e.g., maximum setbacks).
- Tailor standards based on type of street and scale of development.



## Parking

- **Traditionally:**

- Minimum parking ratios (more = better)
- Little emphasis on parking lot design

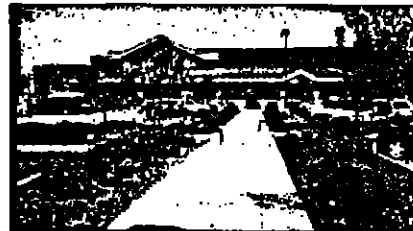


## Parking

- **Today: Communities are adopting more sophisticated and flexible standards**

- Reduced parking for mixed uses
- Location of parking
- Maximum parking amounts

- **Parking lot layout standards address circulation, landscaping, etc.**



## Circulation & Connectivity

- **Traditionally: focused on cars**
- **Today:**
  - Additional focus on pedestrians and bicycles
  - Connections within and to adjacent sites



## Landscaping

- **Traditionally:**
  - Scrape site and replant
  - Separate and screen
- **Newer approaches**
  - Preserving native landscaping and trees
  - Emphasis on planting of native/low-water plant materials
  - Street trees





## Mixed Use

- **Traditionally:** mixed use required PUD
- **Today:** Encourage or require a mix of uses to minimize car travel and encourage pedestrian activity

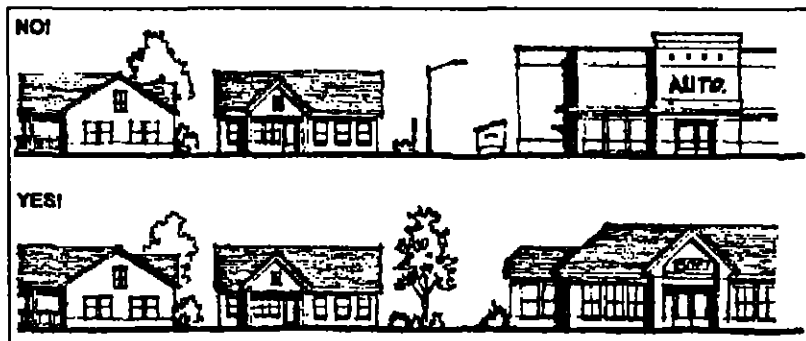


- Incentives:
  - Add density, tailored landscaping and parking stds
- Active first-floor uses
- Mandate mix of uses



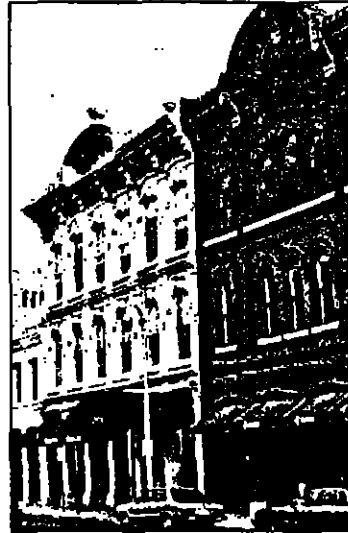
## Transitions from Residential to Commercial

- **Traditionally:** wood fences and alleys
- **Today:** architectural and site transitions in addition to landscaping



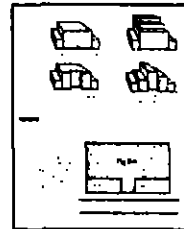
## Building Design

**Early codes focused on  
building design review  
in historic areas like  
Sixth Street**

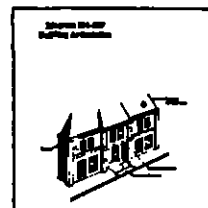


## Building Design

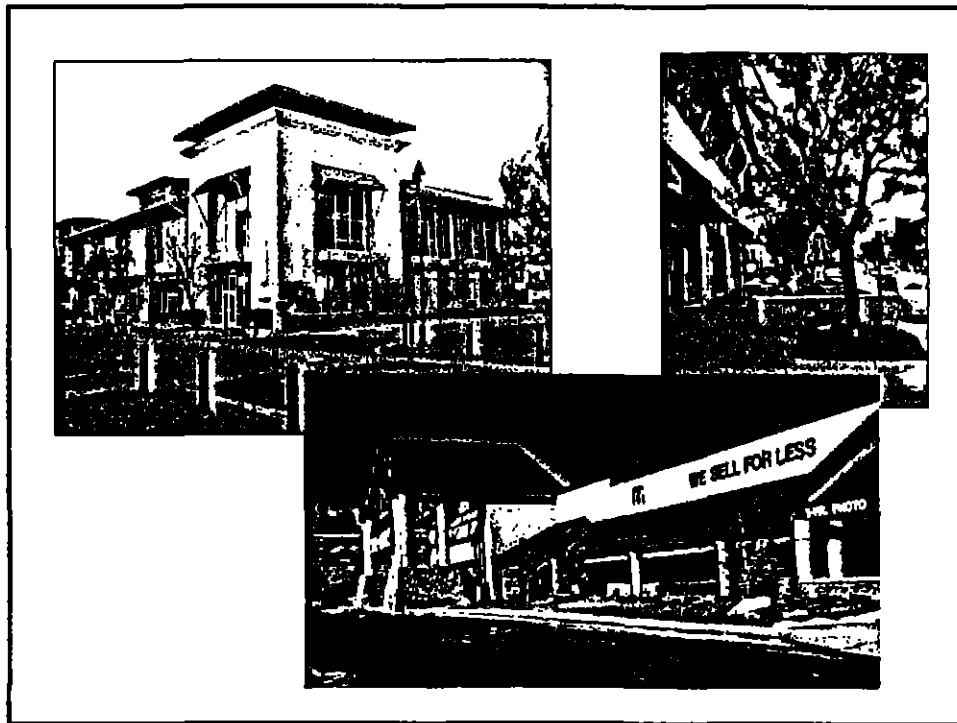
- **Newer approaches apply design rules to all commercial development**
- **Basics –**
  - Prominent building entrance;  
avoiding long, flat walls
- **More detailed –**
  - Building style, materials, color,  
etc.



*Georgetown TX code example*



*San Diego code example*



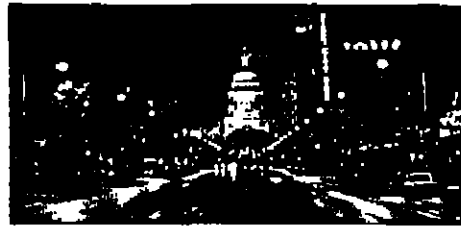
## Integrating Design and Sustainability

- Green buildings
- Climate-based regulations
- Solar
- Watershed protection
- Health



## Austin's Initiatives

- Capitol view corridor ordinance
- Hill Country Roadway Ordinance
- Waterfront Overlay
- Downtown Design Guidelines
- Integrating design review with environmental protection  
(Smart Growth Matrix)



## Codifying the Task Force Report

- Development Orientation
- Connectivity
- Parking
- Landscape
- Land Use
- Exterior Lighting
- Signs
- Screening and Compatibility
- Stormwater Management
- Building Design

City of Austin Design Standards Policy Board No. 10, 2004

### RAISING THE DESIGN STANDARDS IN AUSTIN, TX

Prepared by the Austin Design Standards Task Force

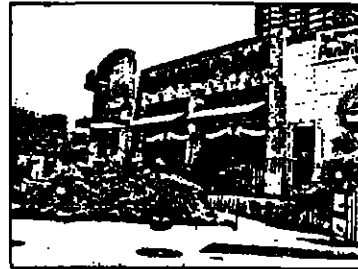
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## What the standards apply to

- Commercial
- Mixed use
- Some non-residential (along transit corridors)
- NOT: single- or two-family residential



## Roadway Types

- Use roadway types as an organizing principle
  - Core transit corridors
  - Urban roadways
  - Hill country roadways
  - Local roadways
  - Internal circulation routes

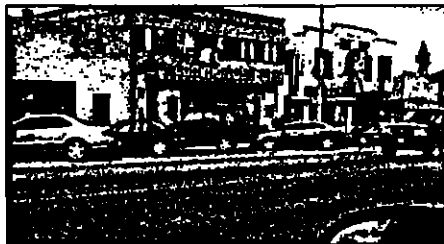


## Development Orientation

- Limit parking between the street and the building
- Require percentage of building to be brought to the street
- Customer entrances must face the street



## Parking



- Report allows on-street parking in public ROW in transit corridors; encouraged elsewhere
- Need to develop specific criteria where on-site parking will be allowed
  - Sufficient ROW?
  - Community expectations?

## Mixed Use

- Active uses on ground floor; different uses on upper floors



- Affordable housing opportunity?

## Strengthen Transitional Standards?



- **Build on existing compatibility standards to protect neighborhoods?**



## Administrative Flexibility

- **For all standards, allow staff to approve minor modifications to protect natural or historic features**
  - Protected trees
  - Critical environmental feature, etc.
- **For all design standards, allow alternative equivalent compliance**



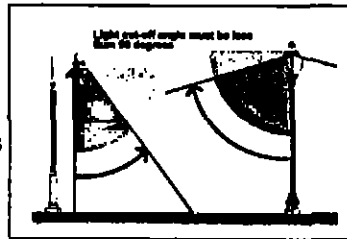
## Two Products

- **Commercial design and mixed use ordinance**
- **Other amendments to the Austin code:**
  - Land Development Code (use regulations, landscaping, signs)
  - Drainage Criteria Manual
  - Fire Code
  - Licensing Ordinance



## Proposed Outline of Design Standards/ Mixed-Use Ordinance

1. General provisions
2. Site design for commercial development
  - Connectivity
  - Building Placement
  - Building Orientation and Entryways
  - Parking
  - Exterior Lighting
  - Screening of Equipment/Utilities
3. Building design for commercial development
4. Mixed use
5. Definitions



## Proposed Schedule

- March 31: Draft ordinance to staff
- April 14: Staff comments to Clarion
- May 1: Revised ordinance to staff
- May 3-4: Presentation of ordinance to Planning Commission and City Council